

Exchange programme International Business (late January 2027 - till early July 2027 - spring semester)

Please pay attention!

- = Free selection of subjects (available on both campuses)
- = Free selection of subjects (only available on Enschede campus)
- = Fixed block - Minor Conscious Business (30 EC - only available on Enschede campus and limited number places available)



LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.31743	T.57570	Management Essentials: People, Teams, and Organisations	PLO 2: Business Transformation PLO 3: Relationship Management PLO 1: International Business Opportunities	The student... 1. defines the internal characteristics of an organisation and recognises how the interrelationships influence organisational performance and sustainability 2. analyses the internal environment of an organisation by applying an appropriate model or theory 3. explains how strategy, structure and systems should align and reinforce each other 4. identifies challenges and opportunities related to organisational characteristics and systems of international organisations. 5. explores introductory frameworks for understanding change management and human dynamics in organisations. 6. explains how diverse perspectives and skills contribute to organisational performance, adaptability and sustainability of international organisations	In this module you will develop the essential skills to dissect and understand the internal dynamics of international organisations, utilising appropriate models and theories. The course empowers you to critically assess the strengths and weaknesses of various organisational characteristics, such as structures, culture and systems, paving the way for insightful recommendations for enhancing organisational performance. Through a mix of theory, case studies, and hands-on exercises you will engage with real-world scenarios, enhancing your comprehension and application of concepts.	1	5	140	5		Digital test
L.30657	T.56400	International Trade	PLO 2: Business Transformation PLO 3: Relationship Management PLO 1: International Business Opportunities	The student... 1. explains the import and export activities of a company 2. explains the internal and external criteria (including stakeholders) when trading internationally and collects information about relevant criteria when trading internationally 3. selects a country when exporting/importing 4. defines the strong and weak points, as well as opportunities and threats of a company when trading internationally leading to creating multiple values 5. explains to which extent a company is ready for international trade and explains the different entry strategies when exporting 6. evaluates the impact of the external criteria (including stakeholders) on a company when trading internationally, focusing on multiple value creation 7. determines future steps/activities when trading internationally aiming for multiple value creation 8. describes how to build and maintain sustainable business relationships with stakeholders in international trade	The module 'International Trade' provides you with a basic understanding of the export and import activities a company can exploit in relation to the chosen strategy and goals. In this module you will also consider the triple bottom line principle (People, Planet, Profit) to foster the activities exploited.	2	5	140	5		Digital test
L.30655	T.58511	Supply Chain Essentials	PLO 2: Business Transformation PLO 3: Relationship Management	The student... 1. analyses the (international) supply chain of a company using the SCOR model 2. explains the supply chain elements for a given case/company using (parts) of a model 3. illustrates the supply chain strategy(ies) for a given case/company within the elements of the SCOR model 4. understands the different supply chain strategies and their effect on (international) supply chains 5. explains the different risks and its effects on a (international) supply chain of a company 6. translates the impact of the supply chain qualifications within a specific industry to the (international) supply chain 7. understands the effect and impact of organising a (more) circular supply chain 8. classifies the difference between internal, external, local and global stakeholders	In this module Supply Chain Essentials, you will dive into the fundamental elements of the supply chain using the SCOR model. The focus lies on understanding and mastering sourcing materials, supply chain planning, manufacturing products, distributing the products, and comprehending all activities related to the return process or reverse logistics to foster a more circular economy. Throughout the course, you will explore operational processes and international supply chain strategies. You will analyse and address important KPIs and organisational risks. Additionally, you will learn how to highlight the importance of understanding supply chain vulnerability and resilience, as well as major qualifications and their impact on the (international) supply chain.	1	5	140	5		Digital test
Total							15 EC				

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.30658	T.58512	International Environment	PLO 3: Relationship Management PLO 1: International Business Opportunities	The student... 1. identifies and describes key figures of an international context, markets and/or customers 2. explains and extrapolates key figures in relation to international context, markets and/or customers 3. collects data from multiple independent sources regarding current trends in the international environment 4. describes current trends in the international environment using an appropriate model 5. determines and argues the relevance of trends in relation to a selected company or industry	In this module, you will explore the ins and outs of the external environment in which international companies operate. You will also gather information from different secondary sources (such as from databases) about international trends and developments in the external environment. You will also look at how these trends affect a specific company or industry and explain why they matter. Plus, you will collect and explain important numbers about global markets and customers. You will also study how the macro-environment (like politics and economics) affects a company. Overall, you will blend theory with hands-on learning to understand how international trade works.	2	5	140	5		Digital test
L.31769	T.57598	Management of Technology and Innovation	PLO 1: International Business Opportunities PLO 2: Business Transformation	The student... 1. analyses and evaluates (expected) opportunities or threats using scenario planning and assessment techniques to define a challenge for meaningful innovation within an international business context. 2. identifies and selects technologies that enable meaningful innovation within an international business context. 3. conducts technology profiling and – lifecycle stage assessment to enable meaningful innovation within an international business context. 4. determines technology adoption potential to guide meaningful innovation within an international business context. 5. develops an approach for sourcing technology that aligns with innovation goals in an international business context. 6. utilizes technology effectively in designing a prototype of an innovative solution tailored to international business needs and societal interests. 7. performs impact analysis to assess the implications of the innovative solution within an international business context.	Technology is fundamentally reshaping our international world, transforming the products we use, the services we access, and the ways businesses create (multiple) value and operate across disciplines. The market landscape is evolving rapidly, influenced by shifting customer demands, heightened competition, and dynamic contextual factors, leading to increased complexity and uncertainty. In this context, international business professionals should be equipped to anticipate emerging trends and disruptive changes, evaluate their potential impact, and strategically guide organizations by consciously embracing technology and innovation to enhance and create business for sustainable growth. This module delves into the management of technology and innovation, equipping you with the knowledge, tools, and skills to design meaningful, technology-driven business solutions while considering the impact of it on stakeholders.	1	5	140	5		Assignment
Total							10 EC				

Take note: you can only select 1 elective from the list:

- Digital Marketing and Data Driven Decision Making
- Entrepreneurship
- Spanish Language and Cultures
- Accounting Information Systems & Risk Management
- Asia's Business Ecosystem: Insights from China and India
- Continuous Improvement or E-Commerce
- Branding and Positioning

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.31774	T.57613	Digital Marketing and Data Driven Decision Making (it is not possible to select only Data Driven Decision Making or Digital Marketing, so you will have to participate in both)				2	5	140			
	DT.50472	Data Driven Decision Making	PLO 1: International Business Opportunities PLO 2: Business Transformation PLO 3: Relationship Management	Data driven decision making: 1. interprets data to recognize key international business patterns and trends by using tools like Power BI and Tableau to analyze data and understand its implications for decision-making. 2. assess international business situations to recommend data-driven solutions by evaluating different challenges and suggesting appropriate actions based on analyzed data. 3. creates user-friendly dashboards to share business insights by developing clear and visually appealing tools that communicate data effectively to team members and stakeholders. 4. uses data to support discussions with stakeholders by explaining ideas, solving problems, and collaborating effectively in an international business context.	Data Driven Decision Making: This module offers an in-depth exploration of data-driven decision-making and the tools and techniques necessary to succeed in today's business environment in which digital insights and tools play a pivotal role. Students will learn how to effectively use data to enhance business operations and communicate insights across various organizational levels. As part of the section on data-driven decision-making, students will work hands-on with dashboard tools such as Power BI or Tableau. They will learn to conduct data analyses, create dashboards, and focus not only on the technical aspects but also on problem analysis, communicating insights, and managing interactions with stakeholders.					3	Assessment
	DT.50473	Digital Marketing	PLO 1: International Business Opportunities PLO 2: Business Transformation PLO 3: Relationship Management	Digital Marketing: 1. outlines online marketing elements within the structure of a conscious business plan 2. describes and analyses the international market, the customer and the (unique) value proposition 3. creates a digital awareness strategy 4. applies digital tools to create consumer interest 5. designs a digital point of sale 6. demonstrates how to apply digital tools in an international environment to promote loyalty and advocacy	Digital Marketing: In the digital marketing portion of the module, students will explore the opportunities and challenges of creating, delivering, and promoting value online. This includes an in-depth look at the digital marketing funnel and how marketing and sales tools, channels, and content types can be used to build long-term, profitable customer relationships.					2	Portfolio
		Entrepreneurship (it is not possible to select only Entrepreneurship 1 or Entrepreneurship 2, so you will have to participate in both)									
L.31770	T.57601	Entrepreneurship 1	PLO 1: International Business Opportunities PLO 3: Relationship Management	The student: 1. conducts research to collect and analyse stakeholders and trends to understand the societal context. 2. identifies a relevant need or an opportunity in the societal context. 3. applies ideation to generate and select possible solutions. 4. develops a meaningful prototype and a suitable plan to test assumptions with the target audience. 5. applies suitable testing and determines valid learnings and future courses of action. 6. visualizes a business model to create value for stakeholders. 7. demonstrates the viability, feasibility and sustainability of a business model.	In the Entrepreneurship 1 module, the student researches stakeholders and trends to understand the societal context. Identifying needs or opportunities, they generate and refine ideas using creative techniques. Through design thinking, they develop prototypes and test them with the target audience. Based on insights, they refine the concept and visualize a sustainable, viable business model.	1	5	140	5		Portfolio
L.31775	T.57617	Entrepreneurship 2	PLO 1: International Business Opportunities PLO 3: Relationship Management	The student: 1. formulates relevant individual learning outcomes (ILOs), that align with relevant entrepreneurship competences for launching, developing and running a new business towards desired impact. 2. designs a Personal Entrepreneurial Ambition Plan. 3. performs the activities to achieve their ILOs and collects evidence of these according to their plan. 4. reflects on their development during the semester and assesses their own results according to their plan.	This hands-on elective helps students develop entrepreneurial skills for launching and growing a business with impact. Through coaching, self-directed learning, and collaboration, students become conscious entrepreneurs. They create a Personal Entrepreneurial Ambition Plan, set learning goals, and track progress. By executing and reflecting, they build key competences beyond immediate business success.	2	5	140		5	Portfolio

Total 15 EC

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
		Spanish Language and Cultures (it is not possible to select only Spanish Language and Cultures 1 or Spanish Language and Cultures 2, so you will have to participate in both)									
L.31771	T.57603	Spanish Language and Cultures 1	PLO 3: Relationship Management PLO 4: Self-management	The student: 1. explains and uses Spanish familiar everyday expressions and basic Spanish phrases aimed at the satisfaction of needs of a concrete type. 2. interacts in Spanish in a simple way provided the other person talks slowly and clearly and is prepared to help. 3. identifies and explains the values, similarities, differences and diversity of the Spanish speaking cultures, preparing the students to conduct business appropriately and/or to enhance their future travel experiences.	In the Spanish Language and Cultures module, students develop basic Spanish skills while exploring traditions and histories. The course also covers business etiquette and communication in Spanish-speaking cultures. Through interactive lessons, authentic materials, and group projects, students enhance their language proficiency and cultural awareness, preparing them for further studies or travel.	1	5	140	5		Assessment
L.31776	T.57618	Spanish Language and Cultures 2	PLO 3: Relationship Management PLO 4: Self-management	The student: 1. explains and uses familiar everyday expressions and basic phrases aimed at the satisfaction of needs of a concrete type. 2. interacts in a simple way provided the other person talks slowly and clearly and is prepared to help. 3. identifies and explains the values, similarities, differences and diversity of the Spanish speaking cultures, preparing the students to conduct business appropriately and/or to enhance their future travel experiences.	This elective module is a continuation of the Spanish Language and Cultures 1 course and is open to students who have completed Spanish Language and Cultures 1 or have an A1 level in Spanish. It enhances language skills and cultural knowledge, focusing on practical communication and business aspects in Spanish-speaking countries.	2	5	140		5	Assessment
L.32015	T.57687	Accounting Information Systems & Risk Management (it is not possible to select only Accounting Information Systems or Risk Management, so you will have to participate in both)									
L.31856	DT.50539	Accounting Information Systems	PLO 2: Business Transformation	The student: describes the difference between data and information, different aspects regarding information and accounting information system (AIS) and major business processes. describes different aspects regarding transaction data processing. prepares and uses data flow diagrams and flowcharts with respect to information systems. describes different aspects regarding databases. creates tables for data storage in a relational database and performs queries using a database. describes threats and fraud with respect to information and illicit approach or access to computers. describes different aspects regarding risks and controls. describes different aspects regarding internal controls over information systems, information systems' reliability, information security, information protection, processing integrity and systems availability. describe different aspects regarding audit of an AIS. designs a plan for study and evaluation of internal control in an AIS.	Accounting Information Systems: This course is focused on data, transaction data processing, and information, and is IT-based. It applies a web-based ERP application for trade companies: Exact Online Handel Premium (EOL). The spreadsheet application Excel will be used for additional analysis and reporting purposes. The course bridges financial accounting with the controlling aspects of accounting information systems and includes a strong emphasis on risk management practices relevant to accounting and data integrity. Students will learn to identify, assess, and mitigate risks associated with data handling and transaction processing, ensuring a comprehensive understanding of the implications of these risks in a business context. The course has a high level of hands-on learning, with the accompanying theory addressed through reflection questions. These questions can only be properly answered by studying the related textbook, Accounting Information Systems, Global Edition, by Romney et al. Ideally, students will take this module alongside peers from the IFA program, facilitating collaboration and enriching discussions on best practices in risk management and data processing.	1	5	140	3		
L.31857	DT.50540	Risk Management	PLO 2: Business Transformation	The student: Recognizes and analyses different types of risks regarding (financial) management; Recognizes issues in (financial) management control	Risk management: The Risk Management module equips students with the knowledge to identify the pitfalls of (financial) governance and understand the benefits of a robust (financial system), while also recognizing potential disadvantages. By exploring (financial) frameworks and regulations, students gain a deeper understanding of the structures that shape effective financial management. They learn to identify, assess, and mitigate (non) financial risks, enhancing their ability to handle complex financial challenges. Additionally, the module emphasizes the importance of compliance with financial laws and ethical standards, highlighting their role in maintaining business integrity and reputation. This comprehensive approach prepares students to navigate financial governance with confidence and responsibility.				2		Assessment
Total							15 EC				

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.31772	T.57607	Asia's Business Ecosystem: Insights from China and India (it is not possible to select only Asia's Business Ecosystem or Oral Exam Chinese, so you will have to participate in both)				2	5				
			PLO 3: Relationship Management PLO 4: Self-management	The student: - identifies and proposes key characteristics of potential stakeholders in Asian markets, specifically within China and India. - profiles stakeholders from different cultural and business backgrounds to assess their alignment with strategic business objectives and negotiation strategies. - applies negotiation and networking skills in simulated business scenarios, demonstrating cultural sensitivity in interactions with stakeholders from China, India, and other Asian countries. - evaluates the effectiveness of different negotiation and management strategies when engaging with culturally diverse stakeholders. - reflects on their decision-making process and justifies when to adapt or maintain their approach based on the business context and cultural circumstances. - demonstrates the ability to communicate effectively in basic Mandarin Chinese, applying it in professional settings.	This module offers students an in-depth exploration of the current state of Asia's business culture and environment, focusing specifically on the challenges and opportunities associated with conducting business in this rapidly developing part of the world. Special attention will be given to China and India as primary case study countries, providing essential context and practical insights. The module will include a focus on basic Mandarin Chinese acquisition as part of the language component. Additionally, students will delve into cultural traits through interactive workshops, business simulations, and cultural activities. Guest lectures from industry experts will offer perspectives on innovation, technology, traditions, and current economic and political developments, along with future predictions for the Asian business landscape. Communication skills will be emphasized through key aspects of doing business in the Asian context, including business etiquette, negotiation practices, and a detailed examination of cultural norms specific to China, India, and the broader region.						
	DT.50462	Asia's Business Ecosystem	PLO 3: Relationship Management PLO 4: Self-management	The student: identifies and proposes key characteristics of potential stakeholders in Asian markets, specifically within China and India. profiles stakeholders from different cultural and business backgrounds to assess their alignment with strategic business objectives and negotiation strategies. applies negotiation and networking skills in simulated business scenarios, demonstrating cultural sensitivity in interactions with stakeholders from China, India, and other Asian countries. evaluates the effectiveness of different negotiation and management strategies when engaging with culturally diverse stakeholders. reflects on their decision-making process and justifies when to adapt or maintain their approach based on the business context and cultural circumstances.						3	Assessment
	DT.50463	Oral Exam Chinese	PLO 3: Relationship Management PLO 4: Self-management	The student: demonstrates the ability to communicate effectively in basic Mandarin Chinese, applying it in professional settings.						2	Oral
Total							5 EC				

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam	
L.31773	T.58555	Continuous Improvement (it is not possible to select only Continuous Improvement or A3 Report, so you will have to participate in both)					2	5				
			PLO 2: Business Transformation PLO 3: Relationship Management	The student..... 1. Describes the core concepts of Lean methodologies, including value, value stream, flow, pull, and perfection, and explain their role in continuous improvement. 2. Explains the principles of waste elimination and process efficiency, and how they contribute to fostering a culture of continuous improvement. 3. Describes key Lean tools such as Value Stream Mapping, 5 Whys, and Root Cause Analysis, and their applications in process improvement. 4. Analyses current and future trends by collecting and interpreting relevant data to forecast potential scenarios. 5. Evaluates new and unfamiliar contexts by gathering data and identifying potential strengths and weaknesses. 6. Synthesizes collected data to identify opportunities and threats for the organization, leveraging these insights within a multidisciplinary team to develop strategic recommendations. 7. Assesses the impact of potential strategies by conducting thorough impact analyses to determine their viability, desirability, and sustainability.	This course introduces students to the principles and practices of Continuous Improvement and project management, drawing on Lean methodologies equivalent to the Lean Green Belt certification. Students will apply these concepts through a theoretical exam and an improvement project linked to a societal issue of their choice. The course begins with the core concepts of value, value stream, flow, pull, and perfection, essential for maximizing value in processes. The focus is on identifying and eliminating process waste, enhancing process efficiency, and fostering a culture of continuous improvement. Throughout the course, students will use key Lean tools such as Value Stream Mapping, 5 Whys, and Root Cause Analysis to address real-world challenges. The final deliverable is an A3 report where students document their project findings, root cause analysis, and proposed solutions to the societal problem they selected. This A3 will be pitched, emphasizing the practical application and communication of their work. Assessment includes a written exam to test theoretical knowledge and the A3 project, providing hands-on experience with continuous improvement in a societal context. Students choosing the Continuous Improvement elective gain a deep understanding of Lean principles and attain sufficient knowledge to pass a Lean Green Belt certification, which is highly valued in many industries. This course provides practical tools and techniques for identifying and eliminating waste, improving processes, and enhancing customer value.							
	DT.50466	Continuous Improvement	PLO 2: Business Transformation PLO 3: Relationship Management	The student: Describes the core concepts of Lean methodologies, including value, value stream, flow, pull, and perfection, and explain their role in continuous improvement. Explains the principles of waste elimination and process efficiency, and how they contribute to fostering a culture of continuous improvement. Describes key Lean tools such as Value Stream Mapping, 5 Whys, and Root Cause Analysis, and their applications in process improvement.						3	Digital test	
	DT.50467	A3 Report	PLO 2: Business Transformation PLO 3: Relationship Management	Student: Analyses current and future trends by collecting and interpreting relevant data to forecast potential scenarios. Evaluates new and unfamiliar contexts by gathering data and identifying potential strengths and weaknesses. Synthesizes collected data to identify opportunities and threats for the organization, leveraging these insights within a multidisciplinary team to develop strategic recommendations. Assesses the impact of potential strategies by conducting thorough impact analyses to determine their viability, desirability, and sustainability. Investigates and initiate research activities to identify potential internal and external stakeholders on an international scale, based on a general problem or assignment. Applies continuous improvement principles and techniques to real-world scenarios to drive organizational performance and enhance efficiency						2	Report	
L.31777	T.57619	E-Commerce, Branding and Positioning	PLO 1: International Business Opportunities PLO 3: Relationship Management	The student: 1. analyses consumer behavior, market- and competitive trends, translating it into opportunities and threats for a brand. 2. explains branding and positioning and can analyze positioning strategies 3. develops a brand, including positioning and identity. 4. builds a functional and user-friendly e-commerce store that aligns with the brand's identity and positioning. 5. designs and implements a suitable marketing funnel to create brand awareness and attract potential customers to the e-commerce store. 6. evaluates the effectiveness of the marketing funnel and e-commerce store and provides recommendations for improvement based on collected data.	This year 2 elective expands on the International Marketing & Sales module of year 1, focusing on brand development, positioning, and e-commerce. Students will learn to create strong brands, understand consumer behavior, and apply effective strategies. Through a hands-on approach, they will build their own e-commerce store, gaining real-world digital branding experience.	2	5	140		5	Portfolio	
L.3324	T.5790	Introduction to the Netherlands (int)	In this module, the student learns to better understand Dutch culture, language and customs.	In this module, the student learns to better understand Dutch culture, language and customs.	Dutch History Dutch language Dutch culture Dutch customs	1	3	84	2		Assignment	

Total 13 EC

LU code	EX code	Module	Programme Learning Outcomes	Description	Indicative content	Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
L.4503	T.56551	Management skills (int)	For companies with an increasing degree of complexity and in an international context the student is able to 1. draw up and/or analysing financial statements for the benefit of various stakeholders. 2. draw up budgets 3. carry out financial analyses 4. provide advice on the basis of financial analyses, taking into account the various stakeholders	The starting IB professional can independently analyse and evaluate the (predicted) financial performance of an organisation from different perspectives, based on an issue distilled from the international business context, and makes recommendations regarding financial possibilities within the international business context.	The course will focus on general management skills such as: •Communication •Decision making •Conflict Management •Creativity •Supervision, decision making and Leadership •Effective feedback •Time-and stress management	2	4	112		3	Assignment
L.6901	T.56553	Services marketing (int)	After completing this course the student will be able to: - identify the characteristics of services - distinguish the consequences of these characteristics for the marketing - identify activities of a service organisation - classify services in different ways - formulate a marketing strategy for a service organisation	This module aims to equip the student with an understanding of concepts and strategic marketing issues unique to the service sector.	the characteristics of services activities of a service organisation services in different ways marketing strategy for a service organisation	2	3	84		2	Assignment
L.1330	T.5779	Business marketing (int)	To be able to understand and analyse business markets and be able to compose a marketing mix.		Introduction, buying behaviour Market research and segmentation Product and service decisions Price and supply chain management Distribution and Marketing Communication CRM & Key-accountmanagement Sales Promotion Marketing Planning	1	3	84	2		Written
Total							10 EC				

Fixed blocks - students can only select the whole package. It is not possible to replace modules, with modules from the exchange or regular programme

Fixed block "Minor Conscious Business" (only available on the Enschede campus)											
LU code	EX code	Module	Programme Learning Outcomes	Description		Quarter	European Credits	Hours	Contact hours Q1	Contact hours Q2	Type of exam
MI00922	Minor Con	Students that choose this minor will: • learn how to make use of tools and models available to a ‘marketer of meaning’ in order to gain an in-depth understanding of an organisation’s ‘raison d’ être’; • experience how to use their strong points to create more meaningful organisations; • improve their debating skills; • learn how to translate an identity into a realistic brand promise and plan of action; • learn that true value can only be created inside-out and based on inclusion; • research and learn about ways to ‘measure’ consciousness; • learn how to apply their knowledge and insights to real companies; • have a lot of freedom to be creative and express their own personal viewpoints and ideas.	This minor is built on the fundamental idea that business should look beyond ‘just’ maximising profit. Businesses should employ their enormous potential for a better world by taking full responsibility for the impact they have on people and the environment. This minor explores how conscious business can truly awaken the potential within the economy by working towards a regenerative and inclusive world. Some of the classes that will be offered are: - Conscious Business Project - Personal Brand-ID - Economy of Meaning - Art of Happiness In today’s world most businesses still operate in an economic system (capitalism) in which the means of production of goods and services are privately owned and operated for a profit. Capitalism has been a key driver of the spectacular growth in GDP that most countries experienced and all the	Some of the activities and classes you will have are the following: The art of happiness Identity marketing Economy of meaning Debating skills Excursions Guest lectures Writing a conscious business plan		1 + 2	30	840			
C00386	Conscious Business Project					1 + 2	10	280	12	12	Assignment
C00380	Economy of Meaning					1 + 2	10	280			Oral exam
C00644	Identity & Happiness					1 + 2	10	140			Assignment
						Total	30 EC				

With regard to the programme contents and the related credits listed on our website, we strive to reflect the reality and the actual study load as accurately as possible. The International Business School strives to keep this website as up to date as possible. If, despite these efforts, the information on or the content of this website is incomplete or incorrect, we cannot accept any liability for this.